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NIKE Unveils -Unlimited Youth- Film Celebrating Athletes

Who Push Beyond Their Limits

PARIS - BEAVERTON, 18.08.2016, 18:18 Time

USPA NEWS - NIKE unveiled on August 15, 2016, a new film that captures how an unlimited mindset can be the key to breaking through limits, while staying forever young. 'Unlimited Youth' celebrates an extraordinary athlete, Sister Madonna Buder, and her determination to defy conventional conceptions of age....

NIKE unveiled on August 15, 2016, a new film that captures how an unlimited mindset can be the key to breaking through limits, while staying forever young. 'Unlimited Youth' celebrates an extraordinary athlete, Sister Madonna Buder, and her determination to defy conventional conceptions of age. It is the latest installment in Nike´s 'Just Do It "" Nike Unlimited Campaign,' which hails both the everyday athlete and the champion athletes who regularly push beyond the unimaginable.

Sister Madonna Buder didn´t start running until age 48, but that first led to many more. Running eventually evolved into swimming and biking and her first IRONMAN triathlon at age 55. Now 86 years old, with more than 370 triathlons under her belt, 45 of those at IRONMAN distances, Sister Madonna is still going strong. Her steely resolve has earned her the nickname the 'Iron Nun.' Along the way she´s had some setbacks (missing a race finish by a matter of seconds, multiple broken bones, wetsuit issues) but, she proclaims, 'The only failure is not to try, because your effort in itself is a success.'

'Unlimited Youth' follows 'Unlimited Future,' 'Unlimited You,' 'Unlimited Courage' and 'Unlimited Together' as part of a campaign that has already struck a chord with millions of consumers around the world, amassing over 275 million global views across multiple platforms to date. The company also profiles a number of its premier athletes including Gabby Douglas, Simone Biles, Ashton Eaton and Allyson Felix, here, detailing in-depth the resolve that victory requires.

The films are just one component of Nike´s global campaign celebrating athletes around the world across an amazing year of sport. Consumer activations are taking place in Los Angeles, London, New York, Paris, Rio, SÃ£o Paulo, Shanghai and Tokyo, with the Nike Unlimited Cross-Category footwear collection available at retail across the globe.

Source : NIKE
Photo cover (L) "Unlimited Youth," the latest installment in Nike's "Just Do It - Unlimited Campaign," features Sister Madonna Buder - (R) Sister Madonna Buder, an 86-year-old triathlete, is the subject of "Unlimited Youth," the latest installment of Nike's "Just Do It - Unlimited Campaign."

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Article online:
https://www.uspa24.com/bericht-8893/nike-unveils-unlimited-youth-film-celebrating-athletes.html

Editorial office and responsibility:
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